

READ PAGES
11 AND 12
CAREFULLY!READ PAGES
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Vol. II

Publix Theatres Corporation, Paramount Building, New York, Week of June 30, 1928.

No. 29

CALLS PARAMOUNT "PUBLIX-ACE"

LETTER FROM MR KATZ TELLS OF BENEFITS EACH BRANCH GIVES TO OTHER

A letter sent by President Sam Katz to all executives, urging more intensive co-operation between the various departments of Publix, and the various divisions of Paramount Pictures, is of vital interest to everyone in Publix, and is reprinted in Publix Opinion for the purpose of emphasizing his enthusiasm and information. Mr. Katz says:

"The recent Paramount conventions held at Washington, Detroit and San Francisco proved to be a milestone in affecting the proper relationship between Paramount and Publix. From my standpoint they were the greatest meetings I ever attended—first, because we developed an appreciation of the relationship of Paramount and Publix such as had never heretofore existed, and secondly, we emphasized the value of each department to the other in a manner never heretofore expressed.

"Much good has resulted from these meetings. They represent the co-ordination of the Paramount organization in all of its bases—production, distribution and exhibition. It concretely represents a relationship and a friendship that can only mean a better result for Publix and Paramount.

"To this end we must make a definite contribution. We must give an appreciation of all that Paramount has meant to us. We must express that appreciation by support greater than heretofore given, not only in prices or the number of Paramount pictures, but in an enthusiasm for Paramount that will tell the whole world of this wonderful organization.

"I wish you could have been present and have heard the expressions of good-will, of complete support each to the other, understanding, and also have learned first hand just what that contribution really means.

"I want you as the exhibitor to believe what I know—that our future is really just beginning all over again, because in our unison of effort we represent a front unequalled by any other amusement enterprise.

"I can assure you that irrespective of any claims made by any other company in reference to the present scheme of picture making, the new order of things, that Paramount will occupy the position it has always occupied in this industry.

"Plans are being made and executed with thrilling speed to provide entertainment for our theatres on a scale heretofore unheard of and plans that will mean box-office receipts heretofore unheard of.

"Let's put our shoulder to the wheel and sing a Paramount-Publix song that will echo everywhere and bring us a happier and more profitable future.

SHIFT STAFFS IN CHICAGO THEATERS

L. H. Dally, supervisor of theaters for the Balaban & Katz Corporation, has announced numerous changes in the house staffs, effective July 1. In most instances only the managers are effected, but at the Chicago Theater four changes are slated. M. F. Concannon, formerly at the Uptown, is to be manager of the Chicago; O. F. Knight, first assistant; R. L. Kalver, second assistant, and J. L. Lake, treasurer.

C. F. Strodel, formerly manager of the Oriental, goes to the Michigan, in Detroit, as manager. Other changes include: R. C. Bruder, transferred from McVicker's to the Oriental, as manager; R. L. Davis, formerly at the Chicago, to be manager of the Tivoli; N. M. Platt, from the Tivoli to the Uptown, as manager; G. L. Brandt, promotion from first assistant at the Chicago to manager of McVicker's.

No changes were announced for the Roosevelt, Harding, Senate, Norshore and Central Park.

Dr. Norbert La Porte, who has been head of the laboratories for the B. & K. Corporation, is in charge of installation of Movietones and Vitaphones in all houses, and, with Jack Knight, director of management, is rapidly getting the houses in shape for the change. McVicker's will be closed for five days while installation is being made, reopening July 1st.

NAME 4 NEW DISTRICT HEADS

The Publix policy of promotions-from-within the ranks assumed outstanding proportions when announcement was made by Harry Marx, General Director of Theatre Management of the advancement to the grade of District Manager had been given to four theatre managers. All of the districts are newly created subdivisions. And due to these four advancements, a great many other personnel changes were made necessary, and in all cases, each change represented a promotion.

R. M. Sternberg, who has been manager of the Scollay Square Olympia, in Boston, has been given supervision over six theatres in Allston, Mass., Brockton, Mass., New Bedford, Mass., Newport, R. I., Pawtucket, R. I. and Woonsocket, R. I., with headquarters in Boston, as of June 15.

A. J. Moreau, who has been handling the "Jazz Singer" road show engagements in New England, will also headquartered in Boston as of June 18, with supervision over theatres in Bangor, Me., Bath, Me., Belfast, Me., Barre, Vt., Biddeford, Me., Dover, N. H., Ft. Fairfield, Me., Ft. Kent, Me., Houlton, Me., Waterville, Me., Westbrook, Me., Pittsfield, Me., and Rutland, Me.

Edward A. Zorn, who will have his home office in Boston, will assume command of the Scollay Square Olympia, Washington St. Olympia, and Fenway, in Boston; and theatres in Cambridge and Dorchester, Mass.

E. A. Cuddy, who has been operating the Olympia Theatre, Lynn, Mass., has been given supervision of theatres in Chelsea, Mass., Haverhill, Mass., Lowell, Mass., Gloucester, Mass., Salem, Mass., Sommerville, Mass., and North Cambridge. He will also operate from Boston headquarters.

According to opinions of several

SEEK PERSONALITY GIRLS TO WORK WITH STAGE-BAND

The second annual Publix "Opportunity Contest" is on! The 1928 quest is for a "Personality Girl," of the Peggy Bernier, Helen Kane, Edith Griffith types.

Last year's contest resulted in an average of 20 full pages of newspaper publicity for every theatre that ran the contest. The publicity not only sold the contest as such, but all of the institutional features of the theatre and Publix Circuit as well.

Besides this it made a tremendous profit for each theatre during the elimination trials, and repeated during the finals—and repeated again when the girls came thru in the stage production "Young America."

This year, the winners will appear for only four weeks with the stage-band leader in the theatre where they have been chosen winner. If they are deemed attractive and talented enough, Publix will exercise a 2-year option on their services.

The original contest was originated and outlined by Ben Serkowich in 1926, and was executed to perfection by Ed Olmstead, Jack McInerny and Russ Moon, under the direction of A. M. Botsford, last year. This year, with the help of hundreds of ideas and stunts executed by the managers and press agents in the field who handled the first "Opportunity Contest," the enterprise is expected to be considerably more successful. Two manuals have been prepared this year by Mr. Serkowich—the first one a mimeographed booklet of "hunches," and the second one, photostatic copies of the outstanding publicity stunts executed by the managers and press agents in the field.

A semi-weekly mimeographed news-bulletin will go forward on the contest to all managers and press agents, advising them of the stunts and ideas as worked out from day to day by managers and press agents, so that everyone will have a chance to get the benefit of all the ideas connected with the contest as they break.

L. L. Edwards, assistant to Mr. Botsford, is handling the detail of the contest, and all communications concerning same, should be addressed to him.

HOLLYWOOD HOLDS FILM COLONY

Paramount's major producing activities both in synchronized and silent pictures will be conducted at the company's studio in Hollywood as usual, it was announced yesterday by Adolph Zukor.

Explaining the reopening of the Long Island studio, Mr. Zukor said: "We are reopening the Long Island studio and are equipping it for the production of sound pictures because certain types of stories can best be made here in the East on account of the availability of particular types of talent. It also will be easier to make synchronized productions of stage unit shows in the Long Island studio. The regular Paramount schedule of production, however, will be synchronized with sound in the West Coast studio, and in the future as in the past, our major activities will be conducted in Hollywood both in sound and in silent pictures."

Publix executives, as the general Publix operation develops its manpower and resources, many of the divisions covering large areas, will be cut up into smaller territories, thus creating new executive positions and opportunities for promotion, and at the same time benefit the theatres by permitting intensive localized effort by highly experienced and enthusiastic personnel.

PUBLIX LINES UP UNITS TO SEPT. 7

Publix has its unit schedule laid out until September 7 and has the producers assigned until that date. The production officials have decided what the type of the units will be but have not yet selected titles, except in certain cases, and these are tentative.

This is the farthest ahead Publix has arranged its production schedule it is understood. Working so far in advance gives the producers, who know what their shows will be, sufficient opportunity to line up the talent they want and make other plans.

WHAT TO CALL THEM!

(Official)

All Warner Brothers' synchronized pictures and acts must be credited in advertising to Warner Brothers and Vitaphone.

All Warner Brothers "acts" are to be scheduled as "Publix-Vitaphone Presentations" or "Vitaphone Units" or "Vitaphone Specialties," rather than terming these "acts" or "vaudeville." Avoid the use of the word "vaudeville" or "acts" in your advertising.

All Fox Movietone acts are to be billed as "Publix Movietone Presentations" but it is advisable to include the Fox credit line or trademark.

All Paramount, Metro, United Artists, synchronized features are to be advertised as "A Paramount (or Metro or United Artists) Movietone Feature." A good second line is "What you see you HEAR!" Refer to them as "See and HEAR!" as much as possible.

All non-synchronized features are to be advertised "with Movietone accompaniment." In other words "Vitaphone" applies to Warner Brothers product alone—"Movietone" applies to all other product whether disc or film.

"PUBLIX OPINION" IS YOUR IDEA-EXCHANGE! USE IT!!

The ideas, talent for copy-writing, merchandising methods, and sales-power of others contained herein, is of benefit to you! YOU can benefit

OTHERS by sending in YOUR OWN effective specimens!

Smile at Times' Camera!

"GOLDEN SMILES"
ARE WORTH '5 EACH!

**HERE'S ANOTHER GOOD WAY TO INTRODUCE
A NEW BAND-LEADER!**

Oscar Doob, of the Kunsky-Publix Theatres, with his gang of high-pressure publicity and advertising-sharks, faced the problem of planting a new Michigan Theatre Stage-band Leader with the Detroit public. So he worked out this "Smile" stunt with the Detroit Times, the paper that makes the jellybeans and shebas of the town sit up allnight and read the funnies. Yes, Mr. Beaston opened in the stampede-fashion of any well-sold attraction.

ATLANTA SOLD "TALKIES" WITH GOOD CAMPAIGN

The following outline of the Vitaphone introductory campaign used by the Rialto Theatre, Atlanta, will be of service to theatres that will soon need to stage similar campaigns. Considering the numerous problems peculiar to Atlanta, this campaign is accepted as a good one. It proved effective at the box office. Other cities will doubtless find higher or lower costs for the various items listed, and will probably add stunts and ideas, and discard others.

Newspaper display ads—	
3 papers — total 342 inches	\$832.00
Readers sent to 45 country papers; a good number printed for consideration of passes. Cost of mailing	8.00
A very thorough free reader campaign in the Atlanta papers	
Posters perfectly placed in the best locations, as follows:	
200 8-sheets, 500 3-sheets, 500 2-sheets, 200 1-sheets	447.00
Screen announcement trailer for one week previous to closing...	25.00
Large banner, 40 x 15 feet, covering side of theatre	55.00
Small announcement banner for front	10.00
Two large banners for marquee shadow boxes	20.00
Three large shadow boxes for lobby (amt. charged to opening)	20.00
12,000 cardboard door knob hangers, placed on city homes, 1,000 of these hung over Sunday on downtown stores...	98.00
15 window displays in downtown stores	30.00
Street float — truck with banners and large fire gong	40.00
Radio announcements for six days before opening — averaging two or three announcements each day of about three-quarters page of double spaced typing. Very effective since it was the first advertising ever broadcast over this station	75.00
Department store tie-up for distribution of 10,000 heralds wrapped with packages	22.00
Display boards in 7 hotel lobbies	15.00
2,000 large red summons tags fastened to automobiles	20.00
Large banner in lobby of Forsythe theatre	12.00
Reposting of date snipes for change of opening date	114.00
Total	\$1,873.00

We Wondered Why! !

It has always been a wonder to us why A. Griffith Grey, head of the Paramount Road Show Department, has been so stingy with his passes. He now justifies his hard-boiled attitude by picking up a few excerpts from the Bible. Here they are:

"They shall not pass." — Numbers xx, 18.

"Suffer not a man to pass." — Judges iii, 28.

"The wicked shall no more pass." — Nahum, i, 15.

"None shall pass." — Isaiah xxxiv, 10.

"There shall no strangers pass." — Joel iii, 17.

"Though they roar, yet they cannot pass." — Jeremiah v, 22.

"So he paid the fare thereof and went." — Jonah i, 3.

— N. Y. World

TRAILER YELLS THE "TALKIES" ARE COMING

This theatre takes pride in announcing the first and exclusive showing in Westchester County of 'VITAPHONE AND MOVIETONE'.

These marvelous inventions are called the eighth wonders of the world, and mark a new development in the history of motion pictures. They produce sound perfectly, synchronizing it throughout the screen performance. You will be able to see and hear at this theatre on each change of program commencing Saturday, March 10th, a program of entertainment unequalled in any theatre. You will be entertained by such famous musical comedy stars as, Al Jolson, Van & Schenck, George Jessel. Such famous operatic stars as Anne Case, Giovanni Martinelli, Marion Tally, Reinhard Werrenrath, Mme. Schumann Heink. Such musical artists as Mischa Elman, Efrem Zimbalist. The New York Philharmonic Orchestra and these artists are but a few of the famous people who will entertain. The movietone will bring to you the news reel reproducing the sounds that actually occur at these current events.

Don't forget the first program starts on Saturday, March 10th, for seven days.

(Save this to re-write for your own needs. It was effective for George Walsh, in Yonkers, N. Y.)

SAVE THIS FOR YOUR 'TALKIES'

As trade information, to help distinguish the various talkers and eliminate confusion between the different electrical companies, this data might be preserved.

Western Electric and General Electric are competitive companies.

Western Electric Co., through its subsidiary, Electrical Research Products, Inc., J. E. Otterson, president, 195 Broadway, controls the Vitaphone, Movietone and Firnatone talkers.

General Electric Co. and Westinghouse Electric & Mfg Co. (not to be confused with Western Electric) are affiliated with the Radio Corporation of America.

R. C. A. controls the R. C. A. Photophone, Inc., subsidiary of R. C. A. David Sarnoff is president of Photophone and vice-president of R. C. A.

Of Western Electric's motion picture activities, Vitaphone is Warner Brothers. Movietone is originally Fox Case Corp.'s and now also the trade name of the Paramount, United Artists and M-G-M talkers.

First National has created its own trade talker name as Firnatone, using the disk recording principle of Vitaphone, through affiliation with the Victor Talking Machine Co. for the recordings.

Photophone is still in process of being readied for the market, with FBO as the probable picture production affiliation.

Photophone's installation cost is from \$4,000 to \$15,000; Western Electric's Movietone and Vitaphone from \$9,000 to \$24,000.

Hicks To Manage "Howard," Atlanta

Robert E. Hicks, who has been highly successful as director of Publicity and Advertising for the "Worth" at Ft. Worth, Tex., will take over the operation of the "Howard" at Atlanta, Ga. His successor at Ft. Worth has not yet been named. Mr. Hicks will assume his new duties at once.

DID YOU CHECK UP, LIKE THIS?

Harry David, supervisor of theatres in the Blank-Publix Operation read his copy of Publix Opinion, and didn't let grass grow under anyone's feet. He sent out this bulletin to all concerned.

TO ALL MANAGERS:

A couple of weeks ago you received from the Advertising Department of the Publix Theatres Corporation, a three page reproduction of articles from VARIETY and PUBLIX OPINION, on the subject of Theatre Publicity.

We are particularly anxious in this office to know exactly and in detail what you have accomplished in carrying out the valuable suggestions outlined in this item of advertising service from the Home Office.

It is no secret that the newspapers in our towns do not possess a particularly friendly attitude toward our theatre publicity. Theatre news is condescendingly granted to us, only when it is apparently necessary for the newspaper to print it. In no instance is it found that the newspaper will wholeheartedly co-operate with the theatre.

Now—what did YOU do with this three page treatment of the subject—"Theatre Publicity Is News?"

This office will appreciate a detailed outline of your reaction to the arguments set forward in the reproduced editorials, together with a full and complete report of any activity which these editorial comments may have induced in you—as manager of your theatre.

Awaiting your early reply to this request, I am,
Yours very truly,
HARRY DAVID

BEN BLACK TO TUTOR TOOTERS



Ben Black, erstwhile stage band leader at the Paramount, New York, has a new executive berth with the Publix organization. Black grooms and coaches new stage leaders, working with Nat Finston in the musical department.

Ben Black is the author of a text book on experiences of a stage band leader, based on his own activities and the efforts of other noted jazz maestros. It will be off the press in two months.

Jannings Learns To Talk English

Emil Jannings is being taught English. Though born in Brooklyn, N. Y., Jannings was educated in Germany and forgot his native tongue. With Paramount going into sound and effect pictures Jannings must talk.

TRY THIS GAG ON GOLF-TOGS, NOW
Free space and prestige go with this stunt, worked successfully by the "Palace" at Dallas. The store BOUGHT the tickets, too!

Free Tickets to the Palace Theater



Ken Whitmer . . .
Director "par excellence" of the
Palace Stage Band, wearing a new
HURST Summer Straw!

The Stars say: Hurst's for Hats

A Complimentary Ticket to the Palace Theater

With Every Straw Hat
Purchased Today,
Friday or Saturday

YOUR Summer DUNLAP is ready . . . featured in the new "SUN-MIST," which defies sun and rain . . . as well as in the soft straws.

\$5 to \$12.50

—other Straws and Panamas,
all Hurst-Quality

\$3 to \$50

... whatever your selection in a straw hat . . . regardless of the price . . . the Palace Ticket is yours with our compliments. Present it at the Palace Box Office, it's good for any performance, from Monday, May 7th, to Friday, May 11th, inclusive.

HURST BROS. CO.

MAIN & FIELD STS.



See Richard Dix in "Easy Come—Easy Go" and the big Publix Stage Show at the Palace all next week, with our compliments.

YESSIR! BATHING BEAUTY PHOTOS!

Sam Rubin, of Loew's Palace (Washington, D. C.) knows the makings of a story-picture layout that helps his box office! Here it is! Call up your newspaper photos and offer to furnish bathing gals for their cameras.



THE FIRST OUT ON THE FLOAT

IT DIDN'T TAKE these girls playing in "Capers" at Loew's Palace Doctor long to get up a swimming party once the sun drove the rain clouds away early yesterday. They had the time of their life at Arlington Beach swimming and diving. The picture at the left shows Gertrude Price, Roselyn Sloan and Ruth Dickey riding in the front of a seaplane between swims. The center picture shows the girls on the float off the beach, while the picture at the right shows Miss Price and Ruth Dickey all set to take a fast splash before returning to their work in the city.

ALL WASHINGTON HOME TOWN PAGE

WASHINGTON D. C. TIMES

FRIDAY, MAY 11, 1928

SECOND SECTION
LOCAL NEWS

MONDAY NIGHT SPECIAL

KELLY CHILLS 'EM IN TEXAS

When hot weather officially started in San Antonio last week Bob Kelley, publicity man at the Texas Theatre, got in touch with the weather man of that city and perpetrated a stunt that caused no end of comment. Dr. J. H. Jarbee, the local weather authority, was taken through the huge cooling system, and—thoroughly acquainted with its operation—then his picture was taken at the switchboard officially turning on the plant for the summer season, and predicting a uniform temperature of 72 degrees for the entire season.

One of the local papers used the picture, in a three column cut, with an accompanying story that stated the doctor could be sure that his predictions in this case were not subject to any vagaries of the weather, but were guaranteed to be as fore-told the entire year.

And, by the way, a huge artesian well is being drilled by W. J. Lytle, San Antonio Operative of Publix Theatres, on a parking lot next to the Texas, for supplying water for the theatre's use, both in the cooling plant, and in the theatre proper. This well will mean a saving of hundreds of dollars per month in the summer seasons. Good stories and pictures were used by the Texas on the drilling, playing up the angle that the well was for use in the cooling plant, and that the water

Poster Punches



Manager Frank W. Hollis, of Publix "Central Square" theatre in Cambridge, Mass., finds his poster problem nicely solved by his artist, Mr. McAuliffe, who made an especially fine display on Chaplin's "Circus."

would be from six to ten degrees cooler than the regular city water.

Find New Uses For Lobby Displays

Using a lobby display one week in advance has its good points other than telling the people the coming picture which in this instance was Lon Chaney in "Laugh Clown Laugh" playing at the Publix Tampa Theatre, Tampa, Fla.

The proprietors of two music stores liked the lobby display so well that they asked to have duplicates of the display placed in their windows where it showed up much better than in the lobby itself.

Where The Devil Are Those Photos?

1. Managers
2. Press Agents
3. Band Leaders
4. Organists
5. Home Office Executives
6. Field Supervisors

They're needed for Publix Opinion.

Chattanooga Ties Up Music Week

"Music Week" was celebrated at the Publix Tivoli Theatre, Chattanooga, Tenn., during the last three days of National Music Week in conjunction with the showing of Richard Dix in "Easy Come, Easy Go." Musicians from three local school orchestras augmented Keese's Troubadours in such numbers as to make the personnel of the theatre orchestra total twenty-six, resulting in a volume of harmony comparable only to that produced by large symphony organizations.

"HAROLD TEEN" PUBLICITY CINCH

Newspaper Tie-up gets coin at Box Office for Omaha Riviera Theatre.

Archie Baley took "Harold Teen" for a publicity ride that is easy for everyone to follow.

"Leaping Lena" Parade Saturday for Cash Prizes

Mayor James Dahlman has given permission for the "Leaping Lena" parade planned Saturday morning to celebrate of the fact that Harold Teen and other characters of The World-Herald comic strip have reached the motion picture screen. The "Leaping Lena" will be shown at the Riviera theatre for a week starting Friday, and the theatre is sponsoring the parade.

Every owner of a "Leaping Lena" car (a car decorated with signs covered with "Leaping Lena" slogans) is invited to enter his car. There will be a \$5 cash prize for the most original decorated "Lena" and a similar prize for the most dilapidated specimen which still runs under its own motive power.

And everyone who enters a car in the parade will receive one in the form of a small gift.

Another feature of the parade will be the fact that 12 girls in the chorus of "15 Dutch," the stage show at the theatre, will ride in a decorated car. Since they are no "Leaping Lenas" of their own, it will be up to the gentlemen in the parade to carry the young ladies in their cars.

The parade starts at 9:30 a.m. and will move off the town at 10 a.m. The route will take the parade through the business district and back again.

John Pugh, 142 Lincoln boulevard, the pilot, was awarded the

prize with him rode Harold

Crowford and Mickey McGuire,

all students at Brighton, and

Misses Marie Toode, Gladys

Watts and Virginia Von Heves,

both dancers.

The parade will be held in the

stage show, a full "Dutch,"

the title of the girls' show.

The girls will receive a

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WALSH TELLS OF "TALKIES"

YONKERS SHOWMAN OFFERS MANY VALUABLE TIPS FROM HIS SUCCESSFUL EXPERIENCE

EDITOR'S NOTE: In a recent issue of "Publix Opinion" the editor presented the story of talking-movies at the "Strand," in Yonkers, where George Walsh, one of the most thoro showmen in Publix, is in command. The story contained many valuable tips from the experience of Mr. Walsh, and resulted in an avalanche of queries addressed to this publication. To answer them all, we asked Mr. Walsh to write a complete story of his success with talking-pictures, and we present it herewith.

By **GEORGE C. WALSH**

Resident Manager, "Strand,"
Yonkers, N. Y.

Three weeks before the opening date of this equipment I started a campaign of teaser ads in the daily newspapers, two weeks before, I announced that the installing of this equipment had begun and then through newspaper readers daily I started to define the Vitaphone and Movietone. The following is one of the paragraphs I used to define it.

"Vitaphone is a simultaneous permanent record of the sound wave generated by an object and a permanent moving picture of the object itself, so taken that both can be reproduced where and when we will, as a faithful audible motion picture, and present to the eye a picture of the object and to the ear the sound generated by it. The same definition might be applied to Movietone as to Vitaphone, but the methods of recording and reproducing the sound waves are entirely different. The Movietone recording is made on the film itself."

Not Vaudeville

"After selling the idea of the talking and singing motion pictures, my newspaper copy contained stories of the musical values of these marvelous inventions, and of the De luxe type of entertainment that would be presented by these great innovations. I stayed clear of the vaudeville type of entertainment and sold the idea that Vitaphone presentations would offer the greatest assemblage of operatic, dramatic, musical comedy, screen and stage stars ever presented on one program. The voice always requires a different setting than music, and if music settings are allowed to stay on the horns during a speaking number this is liable to kill the illusion as the voice will not sound natural.

Rehearse Programs

"The settings of the horns should be watched carefully and that is why it is most important to have a rehearsal of each program. The voice always requires a different setting than music, and if music settings are allowed to stay on the horns during a speaking number this is liable to kill the illusion as the voice will not sound natural.

Non-Synchronous

"The non-synchronous equipment which plays pictures which are not Vitaphone scored is another feature of Vitaphone that requires proper attention. Special attention should be paid that music is chosen that fits the action of the picture and during the playing of pictures the volume of this music should not detract from the picture itself. Records used for this equipment when used too often will develop surface noises and this noise is not only annoying to audiences, but discloses the Victrola idea. It is my opinion that the non-synchronous music equipment should not be divulged to the public and all a manager needs to sell is synchronized Vitaphone accompaniment. The records that are used on these non-synchronous instruments are supplied in a library by the Victor Record Company. This library must be handled carefully so as to avoid scratching or breaking of the records. At the present time the library consists of about 150 records, and this is quite inadequate especially when these instruments are the only music supply in the theatre. A theatre does not require a musician with these instruments as at the present time Victor Record Company are supplying cue sheets for most feature pictures, and they will cue any picture you request of them if they are given the proper amount of time.

"Vitaphone Corporation supply cue sheets for synchronized prints, they also furnish cuts, mats, photographs and press sheets on all presentation acts. There is also a release schedule book which gives a brief synopsis of each act, this in itself is good press material.

Continuous Watching

"A good balanced program of

course is most essential, and proper placing of each presentation is important, as Vitaphone programs are similar to a vaudeville program. There are times when for various mechanical causes the presentations will go out of synchronization and this is another reason why someone should always be watching each program and as soon as they see a number out of synchronization they should notify the operators so that they can take this number out immediately and throw on their next subject. The operators should always have the machine which is not projecting set for such an emergency and the machine should be threaded with the next subject so as not to have any prolonged delays.

"Surface noises which are caused by needles on the records can be kept to a minimum by not using the same Vitaphone records too often, and this is another important thing for the man stationed in the theatre to watch.

Weather Programs

"The settings of the horns should be watched carefully and that is why it is most important to have a rehearsal of each program. The voice always requires a different setting than music, and if music settings are allowed to stay on the horns during a speaking number this is liable to kill the illusion as the voice will not sound natural.

Non-Synchronous

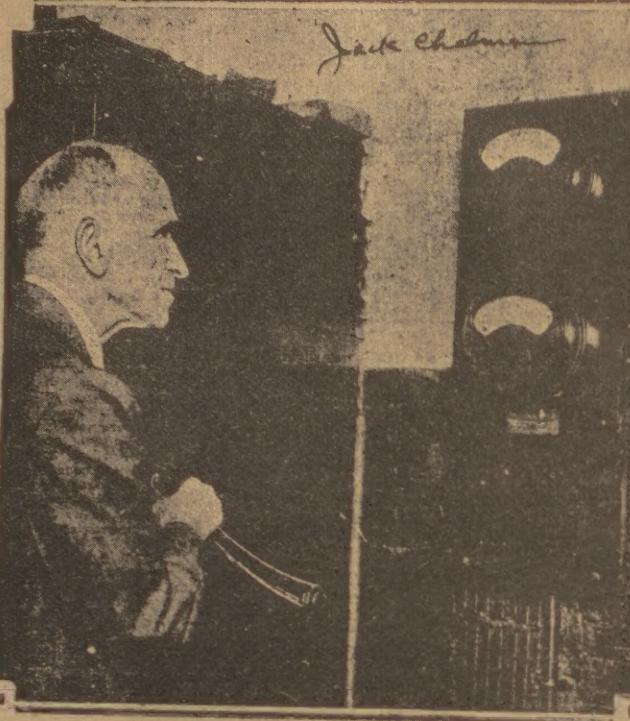
"The non-synchronous equipment which plays pictures which are not Vitaphone scored is another feature of Vitaphone that requires proper attention. Special attention should be paid that music is chosen that fits the action of the picture and during the playing of pictures the volume of this music should not detract from the picture itself. Records used for this equipment when used too often will develop surface noises and this noise is not only annoying to audiences, but discloses the Victrola idea. It is my opinion that the non-synchronous music equipment should not be divulged to the public and all a manager needs to sell is synchronized Vitaphone accompaniment. The records that are used on these non-synchronous instruments are supplied in a library by the Victor Record Company. This library must be handled carefully so as to avoid scratching or breaking of the records. At the present time the library consists of about 150 records, and this is quite inadequate especially when these instruments are the only music supply in the theatre. A theatre does not require a musician with these instruments as at the present time Victor Record Company are supplying cue sheets for most feature pictures, and they will cue any picture you request of them if they are given the proper amount of time.

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Continuous Watching

"A good balanced program of

COOLER THAN EVER, FORECAST



VON HERRMANN SETS COOL AIR TO CIRCULATING.

Von Herrmann, who forecasts both cold and hot weather for Atlanta, is shown above setting the cool air machinery of the

Howard Theater into motion. That was one time that the weather prophet could be certain of his forecast. The Howard is bound to be cooler than ever.

Cool Air Mechanism Pleases at Howard

DON'T LET YOUR OPPONENT BEAT YOU TO THIS

A slight pressure on a button, a tons of cooled air were being poured into the house.

The system is one of the marvels of electrical engineering, being installed at an initial cost of \$10,000. It takes in air on the roof of the building, washes it of dust and dirt, then purifies it. Great motors keep the air circulating.

20 tons of fresh atmosphere being sent to the auditorium the motors keep the air circulating, beneath every five minutes.

Beneath the auditorium the motor runs almost silently. The turn of 5,250 revolutions a minute

causing the air to move for the cooling system. An expert engineer is in constant attendance, J. J. Rebecka is in charge.

By a simple setting of dial the exact temperature of the theater is controlled. When set at 70, the cooling machinery works automatically to keep it there. Above 70, it works to cool the air. At that point the machinery slows down.

Movietone News

"Movietone up to this time has not supplied any publicity material but, they do mail in advance of the newreel a continuity sheet which gives an opportunity to publicize the important events of the subject. This reel is a great attraction in itself and should be given plenty of publicity. In my opinion it is worth the admission price paid in any theatre.

"We have just completed ten weeks of Vitaphone and during this period we have played eighteen feature pictures and of these eighteen only three have been outstanding attractions. Our profits have been better on pictures of lesser merit than the outstanding pictures because we have not had to pay exorbitant prices for these pictures of lesser merit.

I mention this that you might know that when Vitaphone is sold properly that the novelty of this equipment is as great a drawing power as a super production. Our gross receipts have been most consistent over these ten weeks, and I believe that the talking picture with us is no longer a novelty, but rather a permanent drawing feature.

The Microphone

"There is another attachment to this Vitaphone equipment which has untold value to a theatre, this attachment is a microphone which can be placed in the manager's office and through this he can address his audiences, and sell them his future attractions. One of my experiences with this attachment might interest you. The Warner Brothers had sold to our opposition, who has not the Vitaphone equipment, their stellar attraction "The Jazz Singer," as this is really the picture that can put over Vitaphone I was most anxious to play this picture first

run and our booking department made every effort to make a fair exchange or purchase of this picture away from our opposition. However, they could not be induced to release the picture and while I realized it was unethical to advertise a picture while our opposition were playing it, I felt that our patrons wanted to see this picture with the Vitaphone accompaniment, so while our opposition was running the picture, I broadcasted the fact over the microphone attachment that the picture would be shown here with Vitaphone accompaniment within a short time. The result was that the picture at the opposition house flopped on the first run and when we played it second run we played to one of our most profitable weeks of the year. I think this story proves the value and possibilities of using this instrument.

Use of Radio

"While the Electrical Research Company tells you it is not permitted to use the radio over the Vitaphone their engineers will not refuse to tell you how to do it. I think that this is another feature that can bring many dollars to the box office. One experience which proved successful to me was the broadcasting from my radio over the Vitaphone, the Dodge Brothers program of the United Artist stars. Although this program was not so good there will be many programs broadcasted that would keep people at home, when, if the theatre can broadcast these while showing their feature picture they have two attractions to sell."

NOW ACTORS WRITE ADS FOR US

"Variety" has developed an attractive succession of "tieup page ads" for each of the Publix units that go on tour, and is basing each one on a different institutional idea. This, of course, makes the copy paid for by the artists vastly more effective than it would be otherwise.

In the page-ad, the artists take the responsibility for saying many nice things about Publix as an institution — which of course is more effective than if these bouquets were thrown by ourselves, as is usually the case in show business.

Newspaper writers, reporters, dramatic critics, and photographers read "Variety" and other trade papers for information, and doubtless much institutional publicity for Publix will be inspired through the medium of these ads.

The artists generally are anxious to advertise in the trade press but don't know how. Publix managers, directors of publicity, and executives will accomplish a valuable help to the circuit by doing all in their power to encourage the actors in that idea, even to the extent of suggesting copy-ideas, layouts, and having the house-artist make layouts free. This of course, extends not alone to "Variety," but to all of the trade-papers as well, since each, in its particular field, is a constructive force for Publix as well as the industry. "Variety" is mentioned simply because it developed a new idea.

Press agents will do well to watch the series of "actors institutional ads" in Variety. A story can be written on each one, quoting a noted artist on a different institutional idea each week, which gives the story personality and life, and the story thus is just as interesting to the trade-public as the actors ad in the trade-press is to the industry.

Calls Police But Only As Guests

By inviting the entire police force to breakfast and afterwards to a special screening brought volumes of publicity for "The Drag Net," the current attraction at the Publix Noble Theatre, Anniston, Ala.

Manager T. Y. Walker invited the breakfast guests, after which the members of the police force attended court and other morning duties and then marched in a body to the theatre to see a preview screening. The parade was headed by the Mayor and the Chief of Police.

STENCILS WALKS

Manager Guy A. Kenimer did quite a bit of sidewalk stenciling to advertise George Bancroft in "The Drag Net" playing at the Publix Florida Theatre, Jacksonville, Fla.

The stencil was approximately four feet long and two feet wide with an arrow one and a half feet long projecting in front. Copy used in the stenciling read, "Follow this arrow and you will walk into THE DRAG NET."

TENNIS NETS TO BOOST "THE DRAG NET"

Manager Fred O. Slenker found another use for tennis nets besides on the tennis courts to advertise George Bancroft in "The Drag Net" at the Publix Columbia Theatre, Davenport, Ia.

Cut-out letters were placed across the nets carrying the following copy, "Look what we caught in THE DRAG NET for your entertainment next Saturday." Cut-out heads of both Miss Brent and George Bancroft were also placed on the nets.

COLLEGE STUDENTS "SURVEY" SHOW-LURE

ANALYZE DALLAS THEATRES WITH INTERESTING RESULTS

As a "problem" presented at the instance of a Dallas, Tex., advertising agency to students of the Advertising and Journalism course of the Southern Methodist College there, the survey made by the students will prove of interest to showmen. The advertising agency that inspired the survey does not handle amusements.

Of particular interest are the facts that admission-price is not much of an object to the majority, while the desire to "have some place to go," is of vast importance. Also the fact that out of 572 persons interviewed during the survey, nearly half get their theatrical information from newspapers and nearly a third by word of mouth from others.

To experienced showmen, this survey merely again emphasizes several facts that have always been known. Particularly concerning the value of newspapers and word-of-mouth advertising, it again points out the effectiveness of "talking to your patrons" in display advertising, and the need for the greatest of care in preparation of copy and layout of ads. And now that the stage-band policy is almost universal, it is an easy matter for a master-of-ceremonies to work out gags with performers that sell or inform the audience about next week's show.

The survey is shown in another column on this page.

IMMERMAN TO HEAD ALL L&T HOUSES

Walter Imberman, manager of the "Michigan", in Detroit goes to Chicago shortly to become supervising manager of the Lubliner & Trinz (B. & K. Publix) houses in that city. The job is being created for him and was formerly part of the duties of John T. Knight, General Director of Management for Balaban & Katz. George Strodel, now at the Oriental, Chicago, will be transferred to Detroit to replace Imberman.

Imberman's promotion will cause further promotion to affect all downtown Kunsky houses in Detroit, except the State and Capitol. Ascher Shaw, now managing the Adams, will assist Strodel at the Michigan. Dave Dunn, Madison, goes to the Adams, and Harold Archibald, now assistant manager at the Madison, will become manager.

FULLY CLOTHED GIRLS IN NEW BEAUTY QUEST

Balaban & Katz, and Lubliner & Trinz theatres in Chicago, affiliated with Publix, will pick "Miss Chicago," in this year's Atlantic City Beauty Pageant. After Miss Chicago is selected at the Oriental theatre, the Great State Theatres, also part of Publix, will pick "Miss Illinois." All of the girls, instead of appearing in bathing suits will appear fully

RIALTO THEATRE MEN CATCH THIEF

Floor Director Burgess and Assistant Chief Usher Reynolds of the Rialto Theatre in New York were congratulated last week by Managing Director Robert Weitman and the police department, for quick thinking and courage when a pickpocket was spotted at work in the crowds emerging from "Steamboat Bill." Assistant manager French, observed the thief until he had actually made his "touch." Then he was tackled football style, and swiftly carried out of the crowd before anyone knew what was happening. It was necessary to catch the thief and also to prevent a panic, and the job was handled neatly and cleverly, without the audience knowing anything about it.

DETACHED TALK STRIPS FOR FILMS?

It is Paramount's plan to use a detached strip for certain talking pictures so that both the English and German, French and Spanish translations can go with the picture. Roy Pomeroy, head of the Paramount sound and effect work, contends that the detached film strip for synchronization would work out much better than the sound of the film registration. He claims that the laboratory can work with each individually and that nothing will rub off of either the film or synchronization in this way, which might happen if both were recorded on the same strip of film. Pomeroy figures where foreign languages would be used that five or six separate strip registrations could be worked out on the same negative.

MUSIC WEEK

A committee from the Carenno Club, a ladies music organization asked Manager Roy L. Smart of the Publix Florida Theatre, St. Petersburg, Fla., to run a slide for Music Week. Smart suggested that they obtain some of the best local talent available to appear on the stage to commemorate the annual affair. They did and it helped the gross.

QUESTIONS and ANSWERS

Answers to questions submitted will be given by authority of department heads. Questions of confidential nature will be answered in a personal letter.

Q: I send an advertising and publicity report to the Home Office, each week. Does Publix Opinion select material wanted from this?—P. D. R., BOSTON.

A: Yes. In many cases, however, matter is mailed directly to Publix Opinion for publication, in addition to being attached also to the advertising reports. This is the best way, and has the approval of department heads concerned.

Q: Is there an organizational chart, or "Who's Who" list of Publix home office and field personnel? I would like to study such a chart, to get a better mental picture of the ramifications of the organization.—O. A. J., CHICAGO.

A: This is in course of preparation, and will be sent in looseleaf book form to each theatre so that changes and additions may be made as required. It will give the name, address, and function of each person, and where assigned. It will be out in a few months.

Q: Why are the contents of Publix Opinion considered confidential?—E. L., NEW YORK.

A: So as not to furnish ammunition to the opposition. Also, if available to your local newspaper men, they'd get the idea that you are constantly trying to entrap them with publicity-stuff, and their natural action would be to resist. For this reason, most theatremen re-type the stories, and NEVER show the circuit exploitation effort to newspapers.

Q: Where can I get tips and instruction on incidental organ and musical accompaniment to the films?—B. D. A., TAMPA.

A: From the Home office music department, through your organist or orchestra leader, who can get it from his music supervisors. Jesse Crawford will soon be in charge of Publix Organ studio (now being constructed in the Paramount building) and will "school" Publix organists and issue special bulletins of information.

SCHOOL TO GIVE DOPE ON TALKIES

Miniature Vitaphone and Movie-tone equipment is to be supplied for the Publix Managers Training School, it is reported, owing to the general use of talkers throughout the country. Managers graduating from the school will be expected to have a complete mechanical knowledge of operation of talkers.

General use of the magnoscope by Publix houses is also predicted in the use of this machine in the managers school. The possible obstacle to easy use of magnoscope may be the high wage demands of the operators' union and insistence on additional men being employed.

It is understood plans are under way for the establishment of another school for managers, with a meeting of Publix executives to discuss this matter held last week. Only 15 men are now enrolled in the school, and this number becomes swallowed up on graduation merely through annual changes and promotions in the organization.

Trained men can easily be used.

SACRED MUSIC FREE SUNDAY STUNT

Birmingham, Ala., is a 6-day theatre town, which is bad for the big "Alabama" theatre. However, the theatre opens on Sunday afternoon, with a free organ-recital of sacred music. The idea is of tremendous value from a public good will standpoint, and has enormous institutional value. In this column, below, is a miniature size 3-fold program of institutional facts which theatre-employees pass out to the free-guests.

It is an idea that costs the theatre nothing, but makes a lasting impression with the public. Even the preachers, who are against Sunday movies, endorse the Sunday concerts.

3-FOLD PROGRAM used in Birmingham, Ala.

ALABAMA THEATRE

PUBLIX THEATRES CORPORATION - SAM KATZ, CHAIRMAN

THE ALABAMA is a theatre that is as perfect in construction as humanly possible—an institution that reflects the confidence and prestige of greater Birmingham, and one whose purpose is to give to this great city, always the greatest, the finest, the newest and the best in entertainment. Stage and screen entertainment that can be equalled in but few, and surpassed in no city in this great land.

That you will have a better knowledge of some of the elements that create the perfect atmosphere in which to present this perfect Publix entertainment, we are listing a few of the many items of interest that you will want to know about your Alabama.

The Wonder Theatre of the Great South

The Theatre Itself

One of the Publix Theatres, erected at a cost of one and three quarters million dollars, opened December 26th, 1927. It is Spanish in architecture and design, finest theatre in all the South; an exact duplicate in arrangement of the great Paramount Theatre, New York.

The Furnishing

On the walls and in the corridors of your Alabama are paintings and art work of the world's famous artists, coming over from Europe, chosen to add to the beauty of the theatre.

Under the direction of Sam Katz, Publix's desire to encourage art and the development of talent.

Cooling and Refrigeration Plant

Most modern type of electrical refrigeration installed at a cost of \$102,000. Has a capacity of 175 tons of ice per day; pours five tons of refrigerated air and property conditioned air into the theatre every 20 minutes.

Air Conditioning Equipment

In addition to the refrigeration equipment, a mammoth plant of air and property conditioning air into the theatre every 20 minutes.

Musical Bands

From this gold control board, the speed of the showing of the picture, the variance of the lighting and the tempo of the music are synchronized and presented to you as perfect as possible.

Lighting Equipment

Lighting equipment installed at a cost of \$100,000. Has a capacity of 1,000 watts of light per square foot.

Screening Room

Where pictures are first presented to be timed as to speed, scene, music, and again rechecked before being presented to the audience.

Holiday Vocal Organ—designed by Jesse Crawford, America's foremost organist and constructor, it is the largest organ ever built. It contains 10,000 stops, 10,000 popular numbers to present the exact type of musical accompaniment required for every type of picture.

Organ

Large organ—where each pipe is first presented to be timed as to speed, scene, music, and again rechecked before being presented to the audience.

Lighting

Lighting equipment installed at a cost of \$100,000. Has a capacity of 1,000 watts of light per square foot.

Refrigeration

Refrigeration equipment installed at a cost of \$102,000. Has a capacity of 175 tons of ice per day; pours five tons of refrigerated air and property conditioned air into the theatre every 20 minutes.

Electric Equipment

The last word in electrical installation. A giant Major control board operates all the equipment in the theatre. Through powerful dimmers, the intensity of light can be varied to whatever illumination desired. Many circuits make numerous color changes possible. The latest combination of the Alabama Theatre is sufficient to light a city of 2,000 inhabitants.

Projection

\$35,000 of finest optical and electrical equipment combine to make the little film live before you on the screen. Giant projectors, high tension lamps, and lamps specially designed for projection purposes are used in this optical equipment. Visit the booth and see this "model projection room" which contains every modern motion picture projection device, as well as every convenience and comfort for the projectionist.

Patron Services

"Patron Services," which means every attention and service possible to you while attending the Alabama. All of the servers are trained in Publix Service before being assigned to the theatre. Their service is not limited to food and drink; their aim and desire is to be at your service.

An "Alshers" Sign System tells the usher at the entrance of where to go to get the best seats, and the usher will direct you to the best available seat in the theatre at the time of your arrival.

Art Department

A special department where the beautiful lobby displays, the colored posters, and the distinctive ads of the theatre are designed and executed by a staff of artists.

Stage Equipment

Mechanical perfection that allows the staging of massive New York productions, as they are presented at the Paramount Theatre, on Broadway. With all the devices that create illusions and seemingly defy the detection of your eye.

Employee Welfare

Just as every convenience is offered to the patrons, so these same conveniences are offered to all the Alabama employees. Lockers, rest rooms, reading facilities, showers, carpeted floors and many other facilities are found in the quarters for the employees of the theatre. Public believes in, and invests in its employees—just as we are as happy to serve you as you are to visit the Alabama.

After seeing the wonders of the ALABAMA THEATRE you will realize, more than ever before, why no theatre in the entire South can compare with it, in grandeur, in comfort, in appointments, or in the perfect presentation of the great programs of selected stage and screen entertainment that the ALABAMA offers every week.

Advertising Is Cure for Slump

Balaban and Katz - Publix in Chicago is after the summer business in a large way.

Advertising lineage for slow days has been doubled. The firm is running large extra ads for the Oriental, Chicago and McVicker's theatres on weak days.

Matinee admission of 50c. at all loop theatres holds good until 6:30 instead of 6, as heretofore.

FAN MAIL HUMBLES MATINEE IDOL OF THIS BURG, HE ADMITS

By JOSEPH DOAKES

(Stage-band leader at the.....Publix Theatre, and
(name your town) most popular matinee-favorite)

Fan mail!

It's the thrill of my life!

Every morning, when I reach the theatre, the first thing I do is to lock myself up with my mail! Sometimes it runs as few as twenty letters a day, for a few weeks, and then suddenly it will jump to sixty or seventy. The second week I appeared here, it reached 600 for seven days, and since then it has averaged about 100 letters per week.

"What do the letters say?"

"What sort of people write 'em?"

"Do I answer 'em?"

"Don't I get swell-headed?"

"The letters come from little boys and girls, campus-neiks and flappers, from conservative business-men and conservative matrons.

Answers All

"And of course I answer them all, and I'm glad to do it. And, being only human, I am certainly proud that I have been able to win so many new friends—but I try to keep from getting 'swell-headed,' so I want to be forgiven if my pride sometimes gives that impression.

"That answers three of the four questions that are most frequently asked of me.

This is the One

"The fourth question—'what do folks who are complete strangers to me have to say when they write'—is the most interesting.

"Take a cross section of a batch of mail for this month—about 2,000 letters and post cards. If you select one hundred letters at random, half of them will be requests for special tune-favorites, either offered by the orchestra, or by one of the instrumental soloists in the orchestra, or by some stage star who is known to be on a forthcoming program.

"The remainder of the letter will have the most interest.

"Perhaps only a few will be mushy—others ask me how the writer can get a job on the stage—how to write a popular song—will I read a song they've written and help them to get it published—will I loan 'em ten bucks—where do I buy my suits, my shoes, my neckties, my hats—how much money does Publix let me rob them of every week—who makes up the ideas for the stage show and will I pay for some better ideas than we have in our stage shows—will I bring the band and the cast out to a church social to entertain free of charge—will ditto for a sorority party—am I married—is it true that it's not my real name—how many children have I—why am I a woman-hater—at last it has been discovered that I really am a stuck-up swell-head because I didn't flirt back that day in front of the Zenith Candy Kitchen—will I give little 9-year old Clara Blutz, who has been taking toe-dancing for two years, a chance to display her talent professionally in the hope that Ziegfeld will hear of it—why don't we include short dramatic sketches in the stage shows—and so on, and on, and on!!

No Dough

"In answering the letters, I have my secretary say that I won't lend any stranger ten bucks but I'll give money to worthy and needed charity—the band and cast is not permitted by the union and its contract to play engagements outside of the theatre without special permission, and then only under certain strict circumstances—I NEVER flirt back—Little Clara Blutz is undoubtedly talented—

SHARE YOUR SELLING BURDENS

The Movie as a Community Asset

We know a professional man who says he finds perfect rest and mental relaxation at the movie. When he is tired he goes to the picture show.

We know a family who plan to go to the movie together once a week. "Movie night" is an extremely enjoyable event to them.

We know many country people who find in the movie their only source of year-round recreation.

We know hundreds who have immeasurably broadened their vision of life by glimpses of distant lands and of important events in our own country.

We do not believe that boys are led astray by bandit pictures or that the movies in general are exerting an unwholesome influence on the youth of our community. We consider the moving picture house a real community asset, a source of pleasant recreation and amusement.

Here in Chickasha we have four movie houses. Their admission standards are high. They bring to our city the best talent in the world, and we are able to enjoy it for a few cents. More power to our movies!

The Chickasha Daily Express

It can be done again!

The leading newspapers in our Southern towns are extending this kind of cooperation to local theatres. See the business manager of your leading paper and get the same kind of cooperation in your town.

ANNOUNCE NEW ASSIGNMENTS FOR STAGE BAND LEADERS

The new assignments of stage-band leaders in the Publix theatres playing the "gold" unit-shows, as announced by Boris Moros, Associate General Director of Music, effective June 21, 1928, is as follows: House managers, organists and pit conductor is also indicated.

UNIT HOUSES

THEATRE	CITY	MANAGER	MUSICAL DIRECTOR	ORGANIST	PERSONALITY LEADER
Olympia	New Haven	Geo. Laby	Geo. Kay	Ed. Weaver	Al. Mitchell
Metropolitan	Boston	J. L. McCurdy	A. Giessler	A. Martell	Gene Rodemich
Paramount	New York	E. T. Leaper	I. Talbot	J. Crawford	Paul Ash
*Palace	Washington	L. Beatus	H. Bories	C. Gaige	Wesley Eddy
*Century	Baltimore	H. P. Kingmore	H. Wild	H. Ramsay	Ted Claire
*Penn	Pittsburgh	L. Lanning	Don Albert	D. Liebert	Ted Joyce
*State	Syracuse	Wm. Sexton	B. Brummitt	Mannie Cook	Frank Cornwell
Shea's Buff.	Buffalo	V. McPaul	Herb Straub	T. Guerson	Herb Straub
Michigan	Detroit	W. Immerman	Ed. Werner	A. Gutow	Del Delbridge
Allen	Cleveland	W. A. Haynes	Myron Roman	Doe Wittle	Stubby Gordon
*Ohio	Columbus	E. Meiniker	Bert Williams	Wm. Dalton	Al. Evans
Indiana	Indianapolis	Cullen Espy	Chas. Davis		Chas. Davis
Ambassador	St. Louis	L. J. Hill	D. Silverman	Stuart Barrie	Ed. Lowry
Midland	Kansas City	H. H. Maloney	Julius Lieb	{ Wm. Wright	Joey Kay
Chicago	Chicago	R. L. Davis	H. L. Spitalny	Milton Charls	Lou Kosloff
Uptown	Chicago	M. Connean	E. Davidson		Benny Krueger
Tivoli	Chicago	N. Platt	V. Marcelli		Frank Masters
Minnesota	Minneapolis	Ed. H. Smith	Oscar Baum	Ed. Hyde	
Seattle	Seattle	A. Levin	A. Claussen	{ Bon Baggott	Jack Bain
Portland	Portland	R. Blair	H. Linden	H. Nicklou	Ph. Lampkin
Granada	San Francisco	Joe Fraser		C. Goff	Frank Jenks
Metropolitan	Los Angeles	Gu. Eysell	Ray Paige		Jul. Buffano
Denver	Denver	A. W. Baker	Fr. Schmitt	J. Winters	Jim. Ellard
Riviera	Omaha	H. B. Watts	Paul Spohr	G. Johnson	Paul Sohr
Capitol	Des Moines	N. Frudenberg	J. Blumberg	H. L. Koch	Jay Mills
Palace	Dallas	Al Mason	E. Hathaway	D. Brown	Lou Forbes
Worth	Ft. Worth	R. B. Jones	Hy. Maurice	Wm. Muth	Eddie Stanley
Texas	San Antonio	Wm. O'Hare	E. M. Hauser	Chas. Abel	Don Mig. Galvany
Metropolitan	Houston	Phas. Pincus	Henry Busse	C. Mafie	Ken Whitmer
Saenger	New Orleans	M. F. Barr	Castro Carazo	J. Hammond	Art Landry
Alabama	Birmingham	S. Dannenberg	Vic Ince	J. Alexander	Vic Ince
Howard	Atlanta	E. Morrison	Meyer Segal	Julia Dawn	Stanley

From: BORIS MORROS.

*Loew houses playing Publix units.

World's Smallest "Talky" Theatre

The smallest theatre in the world completely equipped for talking pictures is one of the private projection rooms used by Paramount-Publix in the Paramount Theatre Building in New York. This little theatre has only 100 seats, but it has the very latest and most complete and most expensive talking devices in the world. Every day the executives of Publix and Paramount review the short subjects and full length "talking" features here.

This makes an item you might use in your local newspapers, as a starting idea to discuss your own theatre and its "talking" outlook.

In the "little talking Paramount theatre," the same number of projectionists are required that a big theatre needs. However, usually at every "show," nearly a score of experts on talking pictures are on hand as observers of the mechanical operation, so that they may quickly learn all of the complexities of the equipment in order to disseminate the information throughout the many hundreds of Publix theatres which will soon have similar equipment.

AIRPLANES GET SPACE IN IOWA

The movies have gone aeronautic in Iowa. Following Iowa Aeronautic Day, in Des Moines, over 50,000 persons were at the air field to witness the show put on by army planes from Belleville, Ill., and Ft. Riley, Kans., Blank-Publix hastened to cash in on some good publicity by means of the flying machine.

As a try-out, Herbie Koch, organist at the Capitol, flew to Waterloo, Iowa, Sunday morning to give a recital at the new Blank-Publix house there at one o'clock. A crowd of nearly 1,000 met him at the field, including the mayor of the town. He returned to Des Moines in time to play his regular shows.

The same stunt will be used at a Sioux City house next week. Nate Frudenfeld, manager of the Capitol, is organizing a fleet of planes to carry Blank-Publix entertainers and officials to Cedar Rapids when their new house is opened there soon.

UNIQUE POSTER MADE OF FABRIC

A life size figure wearing a real dress of silk with all the lace and frills proved an effective attention getting lobby display in the campaign on the Billie Dove picture, "The Yellow Lily" at the Michigan Theatre in Detroit.

Miss Elaine Lincoln of 10210 Second Blvd. has created quite a



vogue in Detroit for small pictures of dressed pastel figures. A local paper had used a Sunday feature on these unusual pictures of her design, and they have been displayed in various Women's Clubs. As the result she was commissioned to make this large picture for the Michigan. The pastel head and shoulders were mounted on a velvet background and the materials of the dress were draped and sewed on in the fashion of the dress worn by Billie Dove in the picture. The result was a distinctive artistic poster, and one which caused a great deal of comment. After being used as an advance display in the theatre lobby, a Woodward Avenue store made it the feature of their window.

Mel Shauer Abroad

Mel Shauer, Paramount, has left for Europe to investigate changes in the foreign film and theatre field.

Shauer is the son of E. Shauer, head of the foreign department for Paramount. The former may remain in Europe as head of Publix theatres there.

SPORT EDITORS GO FOR STAGE GALS!

Arch Baley and Harry Watts of the Omaha "Riviera" hit the sport pages three times with "Havana." No night life for Publix Chorines! Up early for the photos!

Form's the Thing in Tennis, Experts Say--Here's Examples



ABOVE we have various tennis players in action. The photo in the center is considered one of the best of the year. At the extreme left is a player hitting the ball. At the extreme right is a player in the art of returning the ball. In the center is a high, wide and powerful photograph of Miss Dorothy Barks, player.

Get up a Kids Club for your band leader! The stores and factories you let in on it pay all the expenses and do the work! You get the most of the publicity!



THREE SMASHES IN ONE ISSUE ON THIS ONE

Arch Baley got on Front, Back and Middle pages of Omaha Bee-News with this stuff. Working thru the Want-Ad Manager.

Colleen Moore *202818*

Pick a Home for "Happiness Ahead"

The Bee-News starts tomorrow a Want-Ad Contest that will let you give play on your imagination, to the expression of your soul, and to the expression of your longing for your dream home.

You are to pick from among the "Homes for Sale" ads in tomorrow's Bee-News a home for Colleen Moore; who is a bride in "Happiness Ahead," the picture which opens the Riviera Film Series. This means that you will pick your own "dream home" doesn't it?

Clip the ad and attach it to a letter of 200 words, telling why you have selected that particular home. For the best and neatest letters The Bee-News will give the following prizes.

First Prize, \$5.00
Second Prize, 4 Riviera Tickets
Third Prize, 2 Riviera Tickets
Eight Prizes of 1 Riviera Ticket

There will be a distinct contest each day this week, confined to the "Homes for Sale" ads of that day. And the above prizes will be awarded daily to the best letters of that day.

Send your letters to Want-Ad Contest Editor, Bee-News.

Look on The Bee-News Want Ad Pages Tomorrow

For Sale For Sale

In What Omaha Home Would Colleen Moore Find "Happiness Ahead?"

It's a world you would be consider this question. Just take a look at a few advertisements on page 10 of this paper.

Colleen Moore *202818*

Doesn't She Look All Set for "Happiness AHEAD?"

All Ready to Settle Down
in a...

"Bungalow of Dreams"

But in what kind of a bungalow? A large bungalow or a small? And where? Would she be happier elsewhere than in Omaha? We believe not. We think her chance for "Happiness Ahead" in this city are as good as anywhere. We are sure she can find her dream home here. She has plenty of choice in the lovely houses offered her by Omaha real estate men. Which should she pick? Here we have the grounds for this week's Bee-News.

Want Ad Contest

Which home advertised by Omaha real estate men in The Bee-News should Colleen Moore, the bride, select to insure "Happiness Ahead?"

Here's What You Must Do

Read The Bee-News "Homes for Sale." Pick out the one you would choose for Colleen Moore. Write 200 words telling why you have made your selection. Clip the ad and attach it to your letter. Send it to the Want Ad Contest Editor, Bee-News.

Here's what you can win. Every day during the rest of this week The Bee-News will give the prizes below for the best letter. Each day's contest is distinct and confined to the "Homes for Sale" ad of that day. And these prizes will be awarded each day.

First Prize, \$5.00
Second Prize, 4 Riviera Tickets
Third Prize, 2 Riviera Tickets
Eight Prizes of 1 Riviera Ticket

What Home Advertised In Tomorrow's Bee-News would you select for Colleen Moore, for your best friend or for yourself to insure "HAPPINESS AHEAD"

Newspapers Go For "Harold Teen"

Manager F. Hookalo tied up with the Boston Traveler in a coloring contest to advertise "Harold Teen" at the Publix Theatre, Boston, Mass.

A strip of cartoons with copy

about the contest, its appearance in the newspaper as well as title of picture, name of theatre and play dates were given a wide range of distribution.

For the best colored sets of the comic strip of Harold Teen, 50 sets of tickets to see the picture were awarded as prizes. All that was necessary to win one of

the prizes was to color the comics using either crayon or paints.

In addition to running the contest, the newspaper further publicized the contest by running advance stories pertaining to the contest, picture, theatre and play dates as well as carrying banners on all their delivery trucks.

THIS ONE WILL WORK FOR YOU, TOO!

Ernest Morrison figured this out and it helped make a box office winner.

THE ATLANTA GEORGIAN

• • • "The Paper That Goes Home"

Dolores Opens Show Here



PRESSING LOS ANGELES BUTTON:

Dolores Del Rio finds time despite divorce suit and kidnapping threats to start her own film in Atlanta. Here she is on Monday pressing the button which started the

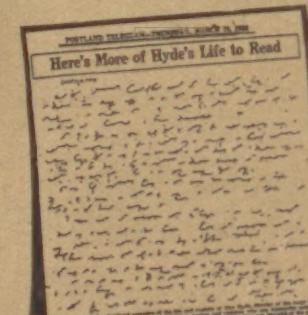
STARTS ANOTHER FILM.

Machine going to picture "Kings" at the Howard. Incidentally she has inspired a song of that name, and The Georgian-American is offering a prize for the best chorus.

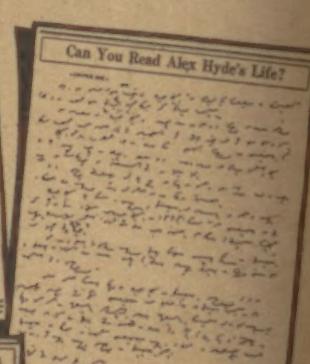
ARE YOU GOING TO USE THESE IDEAS BEFORE YOUR OPPONITION SWIPES 'EM?



Shorthand Stunt Popular



Here's Chapter Three; Read and Win



Can You Read Alex Hyde's Life?



This is the way The Telegram played the shorthand stunt!



Behnke-Walker Girl Wins Hyde Prize

Eddie Hitchcock, doing special exploitation for the Portland Theatre, Portland, the new Publix Theatre, hit upon a knockout stunt recently. He tied up with the Portland Telegram to hold a shorthand contest.

For six successive days the newspaper

published a chapter in shorthand of Alex Hyde's life. Hyde is the local master of ceremonies.

The one who sent in the correct trans-

mission of the shorthand notes received a

cup. Four other prizes were arranged.

Neatness also counted in the final judging.

The cup was promoted from a local jeweler.

Three students from a local business college were among the five winners. The business college has 500 students and the head of the school bought tickets for all so that the school might attend in a body to see the prizes presented their students. In addition to that the school took half page ads in newspapers, announcing the theatre party—and including in their ad the name of the current picture and stage act.

This stunt can be worked by any theatre

SAVE THIS LIST! POST IT!

READ THE EDITORIAL ON THE BACK PAGE OF THIS ISSUE!!

STANDARD BOOKS ON NEWSPAPER MAKING AND ADVERTISING

Author	Title	Publisher
ACCOUNTING		
Allen, Clarence E.	Publishers' Accounts	Gee & Co.
Mandell, Walter B.	Newspaper Accounting	Ronald Press
ADVERTISING COPY		
Barton, Howard Allen	How to Write Advertisements	Lippincott
Bundick, R. L.	Advertising to Retailers	Ronald Press
Burstone, Roy S.	Making Advertisements and Making Them Pay	Scribner
Frederick J. George	Masters of Advertising Copy	Frank-Maurice, Inc.
Hall, S. Roland	Writing an Advertisement	Houghton-Mifflin
Hochkiss, Geo. Barton	Advertising Copy	Harper
Lee, James Melvin	"Advertising Copy" in Business Writing	Ronald Press
Metzger, George P.	Copy	Doubleday-PAGE
Odycke, John B.	The Language of Advertising	Pitman
Russell, Gilbert	Advertising Writing	Benn
ADVERTISING—GENERAL		
Barton & Lichtenberg	Advertising Campaign	Alexander Hamilton Inst.
Blanchard, Frank LeRoy	Essentials of Advertising	McGraw-Hill
Bradshaw, Percy V.	Art in Advertising	Art School Press
Brewster, Arthur Judson	Introduction to Retail Advertising	Shaw
Brewster & Palmer	Introduction to Advertising	Shaw
Calkins, Ernest Elmo	Business of Advertising	Appleton
The Advertising Man	The Advertising Man	Scribner
Case, Francis H.	Handbook of Church Advertising	Abingdon Press
Chas. & Schlinck	Your Money's Worth	Macmillan
Chasoff, Joseph E.	Selling Newspaper Space	Ronald Press
Cherington, Paul T.	Advertising as a Business Force	Doubleday-PAGE
Dunn, Arthur	Scientific Selling and Advertising	Harper
Farrar, Gilbert P.	How Advertisements Are Built	Appleton
Freeman, William C.	One Hundred Advertising Talks	Whitethorn Press
Gifford, Ward C.	Real Estate Advertising	Macmillan
Hall, S. Roland	Theory and Practice of Advertising	McGraw-Hill
Hess, H. W.	Productive Advertising	Lippincott
Hoyt, Charles W.	Training for the Business of Advertising	Bankers' Pub. Co.
Kitson, Harry Dexter	Scientific Advertising	Codex Book Co.
Kleppner, Otto	Advertising Procedure	Prentice-Hall
Lippincott, Willmot	Outdoor Advertising	McGraw-Hill
MacGregor, T. D.	Book of Bank Advertising	Bankers' Pub. Co.
Moriarty, W. D.	The Economics of Marketing and Advertising	Harper
Nesbit, Wilbur D.	First Principles of Advertising	Gregg
Osborn, Ales F.	A Short Course in Advertising	Scribner
Parsons, Frank Alvah	Principles of Advertising Arrangement	Prang
Parsons, Frank Alvah	The Art Appeal in Display Advertising	Harper
Praig, Nobel T. (editor)	Advertising and Selling	Doubleday-PAGE
Ramsay, Robert E.	Effective Direct Advertising	Appleton
Sheldon, George H.	Advertising	Harcourt-Brace
Strong, E. K.	Psychology of Selling and Advertising	McGraw-Hill
Tipper, Hotchkiss, etc.	Advertising, Its Principles and Practice	Appleton
ADVERTISING—SPECIAL		
Adams, H. H.	Advertising and Its Mental Laws	Macmillan
Franken, Richard B.	The Attention Value of Newspaper Advertisements	National Adv. Asso.
Hopkins, Claude C.	My Life in Advertising	Harper
Hotchkiss & Franken	The Leadership of Advertised Brands	Doubleday-PAGE
Hotchkiss & Franken	Measurement of Advertising Effects	Harper
Rowell, George P.	Forty Years An Advertising Agent	Franklin Pub. Co.
A. A. C. W.	Advertising Year Book	Doubleday-PAGE
White, Percival	Advertising Research	Appleton
BIBLIOGRAPHY		
Cannon, Carl L.	Journalism, A List of References in English	N. Y. Public Library
BIOGRAPHY		
Ciendinen, Henry W.	Autobiography	State Register Co.
Cortissoz, Royal	The Life of Whitelaw Reid	Scribner
Crockett, Albert Stevengs	When James G. Bennett Was Caliph of Bagdad	Funk-Wagnalls
Dennis, Charles H.	Eugene Field's Creative Years	Doubleday-PAGE
Haston, John L.	Cobb of <i>The World</i>	Dutton
Kansas City Star staff	William Rockhill Nelson	Riverside Press
McRae, Milton A.	Forty Years in Newspaperdom	Brentano
Mitchell, E. P.	Memoirs of an Editor	Scribner
Nye, Bill	His Own Life Story	Century
Oller, Fremont	My Own Story	Macmillan
Seitz, Don C.	Horace Greeley	Bobbs-Merrill
Seitz, Don C.	Letters and Letters of Joseph Pulitzer	Simon-Schuster
Stockpole, E. J.	Behind the Scenes with a Newspaper Man	Lippincott
Szone, Melville E.	Fifty Years a Journalist	Doubleday-PAGE
Waterson, Henry	Marse Henry	Doran
Wilson, R. Maenair	Lord Northcliffe	Lippincott
BOOK REVIEWING		
Gard, Wayne	Book Reviewing	Knopf
Winchester, C. T.	Principles of Literary Criticism	Macmillan
CARTOONS		
Markey, Gene	Literary Lights—Books of Carticatures	Knopf
Rosenberg, Manual	Course in Newspaper Art	Published by Author
COLUMNS		
Davis, Halam Walker	The Column	Knopf
COLUMN COLLECTIONS		
Adams, Franklin P.	Overset	Doubleday-PAGE
Adams, Franklin P.	No Much Velvet	Doubleday-PAGE
Adams, Franklin P.	Half a Loaf	Doubleday-PAGE
Cobb, Irvin S.	Stickfuls	Doran
Davis, Robert H.	Over My Left Shoulder	Appleton
Morley, Christopher	Tales from a Roltop Desk	Doubleday-PAGE
CIRCULATION		
Ball, F. M.	"Circulation Problem" in the Coming Newspaper	Holt
Scott, William R.	Scientific Circulation Management	Ronald Press
COUNTRY WEEKLIES		
Atwood, Millard V.	The Country Newspaper	McClurg
Bing, Phil C.	Country Weekly	Appleton
Buxbee, O. F.	Establishing a Newspaper	Inland Printer Co.
Crawford, Nelson Antrim	Agricultural Journalism	Knopf
Harger, Charles Moreau	"The Country Editor of Today" in the Profession of Journalism	Little-Brown
Harris, E. P., and F.	The Community Newspaper	Appleton
Powell, J. B.	Getting Subscribers for the Country Newspaper	University of Missouri
Baddier, Norman J.	The Small City Daily and The Country Weekly	Indians Book Store
Ross, Charles G.	News in the Country Paper	University of Missouri
Kennal, Ralph	"Modern Type of Country Journalism" in the Coming Newspaper	Holt
Willey, Malcolm W.	The Country Newspaper	University of N. C. Press
EDITORIALS		
Bennett, Ira E.	Editorial from the Washington Post	Post Co.
Brisbane, Arthur	Editorial from the Hearst Newspapers	International Book Co.
Brisbane, Arthur	Today and the Future Day	Albertson Pub. Co.
Janby, Benet, etc.	Editorials from N. Y. Evening Post	Macmillan
McGinn, Charles T.	New York Tribune Essays	Redfield
Juniper, J. W., & Lomer G. R.	Writing to Today	Century
Franklin, Fabian	People and Problems	Holt
Barn, Lafadio	Editorials	Houghton-Mifflin
Keaton, J. L.	Cobb of <i>The World</i>	Dutton
Jones, Richard Lloyd	Saturday Sermonettes	Tulsa Tribune
Matthews, F. T. (editor)	Casual Essays of the New York Sun	Cooke
Sullivan, Mark (editor)	Editorials from the Philadelphia North American	Lippincott
Waterson, Henry	National Landmarks	Doran
White, William Allen	Editorials	Doran
EDITORIAL WRITING		
Flint, L. N.	The Editor and His People	Macmillan
Seal, Robert Wilson	The Editorial	Appleton
Spencer, M. Lyle	Editorials and Editorial Writing	H. C. School
FICTION		
Abbott, Willis J.	Philip Derby, Reporter	Dodd-Mead
Adams, Samuel Hopkins	The Clarion	Houghton-Mifflin
Adams, Samuel Hopkins	Success	Houghton-Mifflin
Bobb, Irvin S.	Alias Ben Alibi	Doran
Heylinger, William	The Making of Peter Cray	Appleton
Lough, Clara Sharpe	Not For Publication	Covici-McGee
Smith, Henry Justin	Deadlines	Dutton
Williams, Ben Ames	Splendor	Scribner
Williams, Jesse Lynch	The Stolen Story	
FOREIGN JOURNALISM		
Bucher, Karl	Die Entstehung der Volkswirtschaft (Early journalism see chapter "Die Ausgabe des Zeitungswesens")	Dodd-Mead
Gruber, Robert	Das Deutsche Zeitungswesen (German Journalism)	Houghton-Mifflin
Guttmann, M.	Le Journalisme (French Journalism)	Houghton-Mifflin
Sellen, Tony	Das Zeitungswesen (Comparative Journalism)	Houghton-Mifflin
Kisch, E. E.	Klassischer Journalismus (Newspaper Classics)	Houghton-Mifflin
Klarwitz, Victor (editor)	Fugger-Zeitung (the English translation is entitled "The Fugger News-Letters" and is published by Putnam)	Houghton-Mifflin
Mataya, Victor	Die Reklame (German advertising)	Houghton-Mifflin
Solomon, Ludwig	Geschichte des Deutschen Zeitungswesens (History of German journalism)	Houghton-Mifflin
Schwering, Anton	Handbuch der Reklame (Practical handbook of German advertising)	Houghton-Mifflin

THERE should be NO such thing as Theatre Publicity! It is either valuable type-killer or real, live, readable NEWS, if you know WHAT news is!

If you don't, here's your chance to find out!

In order to keep your theatre and shows and organization constantly before the public in a manner neither obtrusive nor objectionable, you must know HOW.

Here's your chance to find out!

There is NO such thing, anywhere, as "something for nothing." Publicity is something you try to get for nothing. It doesn't convince the public even if it is printed. So of course the newspapers object! You object, too, when someone tries to get free admission to your theatre, don't you? Begging publicity-stories are products of minds too lazy to "dig" NEWS.

Learn what NEWS is and MAKE NEWS about your theatres. Then the newspapers will eagerly print it, without doing it for the purpose of doing you a favor—but because that is the only way they can hold their readers.

Theatre news ranks SECOND as a newspaper circulation builder and circulation holder, because the population of the United States goes to the popular-price theatre 1.46 times per person per week. There is no other human attraction anywhere near its magnitude, except sex.

Learn from these books the problems and elements that compose any successful media! When you know them, you'll know how to get effective results.

Theatre men should remember that the PAID ADVERTISEMENT is the official proclamation of the organization!

It is read by many times your combined weekly audience!

You wouldn't get up on the stage in repulsive attire, and talk foolishly as a means of selling your show, would you? Yet some theatre-ads are frequently so foolish and repulsive that they have just that effect!

To get Public response, you MUST know the surest and most graceful methods of winning ATTENTION, CONFIDENCE, and DESIRE TO INSTANTLY RESPOND!

These books teach successful methods of public-address-in-print! Here you will find the lifetime experience of many successful advertisers and promotional leaders.

Author	Title	Publisher
FOREIGN JOURNALISM—IN ENGLISH		
Hanazono, Kanesada	Journalism in Japan and Its Early Pioneers	Osaka Mainichi
Hanazono, Kanesada	Development of Japanese Journalism	Osaka Mainichi
Kawabe, Kisaburo	The Press and Politics in Japan	Univ. of Chicago Press
Massart, Jean	The Secret Press in Belgium	Dutton
Wang, Y. P.	Rise of the Native Press in China	World Wide News
FOREIGN LANGUAGE PRESS		
Park, Robert E.	The Immigrant Press and Its Control	Harper
Soltes, Mordecai	The Yiddish Press	Columbia Univ. Press
HISTORIES OF AMERICAN JOURNALISM		
Bleyer, Willard G.	Main Currents	Houghton-Mifflin
Dovifat, Emil	Der Amerikanische Journalismus	Verlags-Anstalt
Hudson, Frederic	Journalism in the U. S. 1890-1873	Harper
Lee, James Melvin	History of American Journalism	Houghton-Mifflin
Pagne, George Henry	History of Journalism in the United States	Appleton
HISTORIES OF BRITISH PRESS		
Andrews, Alexander	History of British Journalism	Bentley
Bourne, H. R. Fox	English Newspapers	Chatto Windus
Grant, Walter	Beginners of English Literary Periodicals	Oxford Press
Hunt, F. Knight	The English Press	Tinsley
McKenzie, F. A.	The English Estate	Bogue
Mills, W. H.	The Daily Mail	Associated Newspapers
Kitchin, F. H.	The Manchester Guardian	Holt
Muddiman, J. G.	The London Times	Putnam
Muddiman, J. G.	History of English Journalism	Longmans-Green
HISTORIES OF INDIVIDUAL NEWSPAPERS		
Davis, Elmer	History of <i>The New York Times</i>	N. Y. Times Co.
Heaton, John L.	The Story of a Page— <i>New York World</i>	Harper
Hooker, Richard	The Story of <i>The Springfield Republican</i>	Macmillan
Lee, James Melvin	Oldest Daily Newspaper— <i>The Globe</i>	Com. Advertiser Assn.
Nevin, Allan	The Evening Post—A Century	Bon-Livertight
O'Brien, F. S. M.	The Story of <i>The Sun</i>	Doran
HOUSE ORGANS		
Lee, James Melvin	"House Organs" in Business Writing	Ronald Press
O'Shea, Peter F.	Employers' Magazines	Wilson
Ramsay, Robert E.	Effective House Organs	Appleton
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Sell Your
Stage Show

Publix Opinion



Send Us
Your Stunts

Vol. II

Publix Theatres Corporation, Paramount Building, New York, Week of June 30, 1928.

No. 29

THIS YEAR WILL REWARD FIGHTERS IN SHOW BUSINESS—FIGHTERS WHOSE HEADWORK, FOOTWORK, AND HANDIWORK CO-ORDINATE IN MAKING AN EFFECTIVE SHOWING! —SAM DEMBOW, Vice-President Executive.

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of

PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising BENJ. H. SERKOWICH, Editor
Contents Strictly Confidential.

THOSE WHO READ, OUT-RUN THOSE WHO DON'T

Publix Opinion in this issue re-prints a list of books on advertising, news-writing, circulation-problems, and various other phases of the difficult art upon which the theatre depends for articulation.

A few weeks ago, in this publication, the editor suggested a short list of books for reading by theatre-men of all grades of experience.

Add the present list to the one previously published and get it checked at your public library to find out how many of the books are available. Doubtless many of them are on the shelves for the free use of anyone who will seek them. Perhaps you are influential enough to get others placed on the shelves.

Post this list on the bulletin board of your theatre, so that junior executives, or other ambitious young employees who seek the illumination of experience and seasoned judgment may select such books as their own needs dictate or their present state requires.

Encourage everyone to read as many of these books as possible. A book a week has led many from obscurity to the heights, in all lines of endeavor.

The every-day mistakes made thru inexperience, may thus be avoided thru knowledge of similar problems successfully handled previously by others.

Common sense will in most cases dictate how much of the matter contained in these books should be heeded, and what should be discarded.

Showmen are not made by books, but by experience. However, the experience of others is valuable as a guide, and cannot be disregarded by ambitious and conscientious theater men.

Mr. Katz, whose vision and experience and energy brought Publix into successful being, has often said most emphatically that the greatest need of the industry is forceful, intelligent and conscientious manpower, and that NO PRICE is too high to pay for it.

He is constantly urging executives to develop man power within the ranks. He has often drawn attention to the countless opportunities for promotion, and he chafes when there is no one ready to fill an urgent and responsible place. Only this week appointment of three additional district management supervisors is announced. They came up from the ranks and their promotion automatically made hundreds of other promotions.

Mr. Katz declares that Publix depends upon the development of man power from within the ranks. A promotion anywhere in the organizational line inevitably should mean a general "move up" order for everyone below. If all of us are prepared, the whole line will move up.

One laggard causes a traffic jam.

The experienced are depended upon to develop the potentialities of the inexperience in their supervision. This can effectively be accomplished to a large degree if every executive will cause the list of books to be re-typed and posted conspicuously for the benefit of the less experienced. And personal effort must be made to call attention to the value of the list. All of them have been recommended and read—and some of them written by persons in high places in the theatre world or related merchandising fields.

The science of advertising and news-writing is the articulation of the theatre. The best theatre in the world, managed by the most efficient staff, and offering the best entertainment, will fail, if it is not merchandised effectively in accordance with the best methods of applied knowledge of human psychology. If everyone in the theatre knows at least the fundamentals of the method of bringing the crowds, a valuable personal asset to each one is gained as well as an asset to the theatre operation itself. For this reason, executives cannot too emphatically stress the value of reading at least a good selection from the list printed in this issue.

If this is done, it will become easier for all to do their present job and simultaneously become familiar with the job just ahead.

In this accomplishment, the call of opportunity sounded by Mr. Katz will have found its answer.

—A. M. BOTSFORD

WHIRLING AROUND PUBLIX WHEEL!

Transfers, Promotions, Policy and Price Changes, Officially Announced.

Effective June 11th, Mr. Edward A. Zorn will assume supervision over the following theatres, as District Manager: Scollay Square, Olympia, Boston; Washington St., Olympia, Boston; Fenway, Boston; Central Square, Cambridge; Codman Square, Dorchester; Field's Corner, Dorchester; Upham's Corner, Strand, Dorchester. Mr. Zorn's headquarters will be in the Boston Divisional office—1105 Commonwealth Avenue, Allston, Mass. This advice supersedes previous advice concerning Mr. Zorn's future assignment.

The following managerial changes are effective in the New England territory, effective on the dates mentioned:—Mr. Walter G. League, at present handling stage presentations at the Stadium, Woonsocket, assigned as Manager of that theatre, effective June 11th; Mr. C. Bassin transferred from the Stadium, Woonsocket, to the Strand Theatre, Malden, as Manager, effective June 11th; Mr. R. E. Morris transferred from the Strand, Malden to the Fenway Theatre, Boston as Manager, effective June 11th; Mr. H. Browning, transferred from the Fenway, Boston to the newly organized post of Publicity Representative of the Metropolitan Division of Boston, New England Division. Mr. Browning, in cooperation with Mr. Gray, Publicity Representative of the Metropolitan, Boston, will handle the publicity, etc. of the following houses: Washington St., Olympia; Fenway; Central Square, Cambridge; Codman Square, Fields Corner and Upham Corner, Strand, Dorchester; and Capitol and Allston, Allston.

Mr. A. J. Moran, at present handling the "Jazz Singer" road show in the New England territory, will take over the supervision of the following theatres as District Manager, effective June 15th:—Bangor, Me. Bijou, Opera House, Park, Graphic (closed); Bath, Me. Opera House, Columbia (closed); Belfast, Me. Colonial; Barre, Vt. Park, Magnet; Biddeford, Me. Central City; Dover, N. H. Lyric, Strand; Ft. Fairfield, Me. Park; Ft. Kent, Me. Savoy; Houlton, Me. Temple; Rockland, Me. Empire, Park, Strand; Waterville, Me. City, Haines; Westbrook, Me. Star; Pittsfield, Mass. Capitol; Rutland, Vt. Grand, Strand. Mr. Morean's headquarters will be in the Boston Divisional Office, 1105 Commonwealth Ave., Allston, Mass.

The appointment of Mr. R. W. Sternburg, present Manager of the Scollay Square, Olympia, Boston, to the position of District Manager with supervision over the following theatres is now in force: Allston, Mass., Allston, Capitol; Brockton, Rialto, Strand, City (leased); New Bedford, Mass., Olympia, Empire (closed); Pawtucket, R. I. Strand, Imperial; Woonsocket, R. I. Laurier, Stadium. Mr. Sternburg will assume his new duties on June 18th. His headquarters will be in the Boston Divisional Office. Mr. Lawrence Berg, now at the Capitol Theatre, Allston, will succeed Mr. Sternburg at the Scollay Square on June 18th. Mr. Berg's successor will be advised later.

Mr. E. A. Cuddy, Manager of the Olympia Theatre, Lynn, Mass., is being promoted to the position of District Manager with supervision over the following theatres:—Chelsea, Mass., Broadway, Olympia; Haverhill, Mass., Colonial; Lowell, Mass., Merrimack Square; Lynn, Mass., Olympia; Gloucester, Mass., Strand, North Shore, Olympia (closed); Salem, Mass., Federal, Salem, Empire

(leased); Somerville, Mass., Strand, Union Square (closed); North Cambridge, Harvard. Mr. Cuddy's headquarters will be in the Boston Divisional office. He will take over his new assignment effective June 18th, at which time Mr. Nash Well, at present Manager of the Colonial, Haverhill, will succeed Mr. Cuddy at the Olympia, Lynn. Successor to Mr. Well will be forthcoming.

Effective after business, Saturday, June 18th, the Strand Theatre, Malden, Mass., will be turned over to the new owners. Mr. C. Bassin will assume the management of the Capitol Theatre, Allston, as stated above, effective June 17th, when Mr. Berg's new assignment in Boston will take place.

Mr. Lou Ramsell has been em- ployed to manage the Colonial The-

atre, Haverhill, Mass., relieving Mr.

Weil, who is being transferred to Lynn. Mr. Ramsell will take over that operation on June 17th.

In view of the transfer of Mr.

Emil Bernstecker from Jackson, Tenn., to the Palace, Dallas, as house manager, Mr. R. A. Simpson

has been temporarily transferred from Birmingham to handle Jack-

son.

Effective June 25th Mr. J. L. Cart-

wright, now at Greenville, will re-

turn back to Jackson, Tenn., and

Mr. Simpson will resume his duties

at the Strand, Birmingham.

Mr. Geo. L. Denton will report to

Greenville on June 25th as City

Manager, with Mr. H. C. Beckner

as his assistant.

Mr. Sam Hammond will report to

the Alhambra, Charlotte, from the

Rivoli, Greenville, house manager.

Mr. Simpson will be transferred as assistant

to Mr. Earl at the Imperial, Asheville; Mr. Jacoby having re-

signed from the latter position.

The opening of the Colfax Thea-

tre, South Bend, Ind., has been set

for Saturday, August 4th, 1928.

There will be no special perfor-

mance given at the opening; arrange-

ments will be made to set aside on

Saturday evening a certain block

of seats for invited guests. The

policy of this theatre will be a

Vitaphone-Movietone policy, two

changes per week—Saturday and

Wednesday—with the exception of

a special picture which will run a

full week. The opening picture will

be Richard Dix in "Warming Up."

It is the present plan to run two

acts of vitaphone and a movietone

news with the feature on the first

half of the week and three vita-

phone acts with the feature picture

on the last half. Admission prices

will be: Daily matinees from 1 until

6 p. m. adults 25c., children 15c. all

seats. Evenings, holidays and Sun-

days, main floor 50c., mezzanine sec-

tion of balcony 35c., remainder of

balcony 25c., children 15c. all seats.

Mr. Maurice Baker has been en-

gaged as Manager. He will report

to New York on July 2nd to spend

a few days getting acquainted with

the Home Office set-up and studying

the various vitaphone-movietone in-

stallations, etc. He will then report

to South Bend, where he will meet

Mr. Walter Lloyd, who will super-

vises this theatre as a District Man-

ager in addition to other theatres in

the Indiana territory. The assistant

manager for this operation will be

selected later. Advice on same will

be forthcoming. Mr. Sherman's of-

ice is being advised of the necessity to

Mr. Sherman to proceed to

Clare Woods, Manager of the Col-

orado Theatre, Pueblo, is in the

hospital following an operation. Mr.

R. E. Slenz is being temporarily

transferred to Pueblo to handle that

operation during Mr. Woods' ab-

sence and Mr. Zigmund, assistant at

the Rialto and Victory, Denver, will

handle those houses, under direct

supervision from Mr. Burke.

Mr. A. H. Mason was transferred

from the Palace, Dallas, to the

Howard, Atlanta, effective July 2nd.

Mr. Ernest Morris is in turn being

transferred to the Palace, Dallas,

reporting to that operation on July

PLAN NATION WIDE SERVICE FOR TALKERS

Announcement is made by M. J. Mullin, Director of Maintenance for Publix Theatres that Harry Rubin, chief of talking picture projectionists, will work out all problems connected with talking pictures, for the circuit. Wm. Zrenner will work on all Vitaphone installations and will check up acoustical problems

Fully equipped maintenance

branches already installed in Dallas, Boston, Atlanta and New York, and other key cities will be added as needed to serve their immediate territory.

A chart of organization of this department is in the course of preparation, showing the men who have been working on installations and corrections, who will be available for emergency calls in each district. These men will also check over everything regardless of the service rendered by Electrical Research.

Paramount-Publix is preparing to produce its own Movietone releases, feature length and short subjects. The details of act buying for the talkers, have not been worked out, but in view of the importance of the musical adjunct to the talkers, that department is being given first thought.

Nathaniel Finston is concentrating on the musical scoring and synchronization with Morris Press as his assistant. Boris Moros has taken over Press' details regarding organists and Ben Black's scope has been considerably increased to embrace special attention to personality stage band leaders.